

## One Tree of a Thousand Hopes, Increasing Public Awareness of the Importance of Greening the Environment in Madana Village, Tanjung District, North Lombok Regency

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### Abstract

*The objectives of the land revitalization service program activities through tree planting as an effort to increase public awareness of the importance of greening the environment in Madana Village, Tanjung District are to 1) increase and form awareness about conservation of land resources in the environment, 2) increase knowledge about the benefits of greening and protecting the environment, and 3) foster a sense of ownership and play a role in protecting the environment through planting and maintaining trees. The location of the activity is Madana Village, Tanjung District, North Lombok Regency on November 16 2024. Partners in the tree planting activity are youth, youth organizations and the Madana village community. Tree planting activities include planting planning, planting preparation, and the planting process. The service program activities as a whole can be said to be good and successful, based on measuring three components. The three components are conformity with community wishes, collaborative service with the community, and increasing community knowledge to protect the environment. It is hoped that with this activity there will be public awareness of the importance of greening the environment.*

**Keywords:** Planting trees, greening the village environment

### INTRODUCTION

Greening the environment is one of the important efforts in maintaining the balance of the ecosystem and mitigation. Climate change is increasingly being felt in various parts of the world. The reforestation process, which involves planting trees and other plants in deforested or degraded areas, not only functions as a natural decoration, but also as a solution to various environmental problems that occur. In the midst of global challenges related to environmental damage, such as deforestation, air pollution and reduced biodiversity, public awareness of the importance of greening is something that is urgently needed to be increased.

According to Ferwati et al., (2023), reforestation is a process or effort to add more vegetation or green plants to an area, usually with the aim of improving the environment and ecosystem, as well as reducing negative impacts on the environment.

Greening broadly refers to a series of actions aimed at growing and maintaining vegetation or green plants in an area. This includes planting trees, planting parks, and other efforts to increase environmental sustainability and improve air and soil quality (Pratiwi, 2021). Greening can also

involve education and community participation to create awareness of the importance of nature conservation (Fatriza et al., 2022).

Reforestation is a collection of actions or programs aimed at increasing or restoring the number of green plants, especially trees. In a more general sense, reforestation includes various activities such as planting trees, restoring degraded land, and preserving forests. The main goal of reforestation is to improve environmental quality, support ecosystem sustainability, and provide benefits to humans and society. To achieve optimal results.

The importance of greening the environment is not only related to aesthetics and beauty, but more than that, greening plays a role in filtering pollutants, reducing carbon emissions, regulating air temperature, and preventing soil erosion and flooding. Therefore, educating the public about the benefits of reforestation is a crucial first step in building collective awareness that encourages real action.

Greening is one of the efforts to save the environment in Indonesia as an agricultural country (Pratiwi, 2017). The importance of greening the environment is not only related to

aesthetics and beauty, but more than that, greening plays a role in filtering pollutants, reducing carbon emissions, regulating air temperature, and preventing soil erosion and flooding. Therefore, educating the public about the benefits of reforestation is a crucial first step in building collective awareness that encourages real action.

However, even though the benefits of greening are widely recognized, many people are not yet fully aware of the importance of their contribution in maintaining and improving environmental quality. One of the main causes is a lack of understanding of the relationship between human activities and environmental degradation. Therefore, increasing awareness about environmental greening does not only need to be done through mass media, but also involves various parties, such as the government, non-governmental organizations and the education sector.

Reforestation is an effort to plant trees and plants in places where these plants can grow and develop. In Government Regulation no. 76 of 2008 concerning Forest Rehabilitation and Reclamation (Anonymous, 2016a), reforestation is an effort to restore critical land outside forest areas to restore land function. Meanwhile, according to Kelvin (2008) Greening is one of the important activities that must be implemented conceptually in dealing with the environmental crisis. In a broad sense, this activity includes all efforts to restore, maintain and improve the condition of land so that it can produce and function optimally, either as a regulator of water management or environmental protection.

Greening is an effort that must be implemented conceptually in dealing with the crisis Environment. It is so important that reforestation has become a national program implemented throughout Indonesia, including in North Lombok Regency. Reforestation in a broad sense is all the power to restore, maintain and improve the condition of land so that it can produce and function optimally, for the creation of a life support system (water management or environmental protection).

According to (Purwanto, 2021) or reforestation is an effort to restore critical land outside forest areas to restore land function.

Reforestation is nothing more than an effort to rehabilitate critical land and other land outside forest areas with the aim of restoring, maintaining and improving land functions according to capabilities, namely for the benefit of water management functions, production functions and protection functions. The aim of reforestation is to control flooding and soil erosion, improve people's welfare and change the behavior of farmers as conservationists of natural resources. Various benefits of reforestation are known, such as maintaining the balance of water systems in nature, preventing erosion and soil erosion, making the environment more beautiful, comfortable and beautiful and being able to reduce pollution and the effects of global warming (Anonymous, 2016b).

Greening According to Conserve Energy Future, reforestation has 7 benefits for the environment and humans, namely (1) preventing soil erosion, (2) making air quality better, (3) improving water quality, (4) as wildlife conservation, (5) as climate control, (6) preventing flooding, and (7) changing the scenery to be more beautiful and fresher (CEF, 2020).

Apart from providing health benefits and also benefits for other living creatures, greenery can change the scenery to be more beautiful and fresher. The view showing green trees makes the eyes more relaxed and the mind fresher. This is also considered to be useful for relieving stress. Green areas are also sometimes used as tourist attractions (Purwanto, 2021).

The target of this community service is the people of Madana Village, Tanjung District, North Lombok Regency who are expected to understand the benefits of greening for the environment and participate directly in planting tree seedlings as an effort to preserve the environment around them.

## METHODS

Greening the environment is carried out by the service team together with youth organizations and the community. The next stage is preparing tree seeds. The implementation of greening activities for the community is located in the village Medana Tanjung sub-district, North Lombok Regency. The time for this

activity to be carried out is November 19 2024. The methods used in this activity include:

- 1) The handover of tree seedlings to the Madana village community was represented by a youth youth organization.
- 2) Technical assistance for tree planting was held in one place in Gol village hamlet Medana.

## RESULTS AND DISCUSSION

Environmental greening activities are an effort to increase public awareness about the importance of protecting the environment in supporting natural preservation in Madana Village, Tanjung District. Participants who took part in planting trees were youth groups, youth and the people of Madana Village. And there is a number of necessary parts done in activities greening environment, the first part of the planning that the service team will carry out with the Madana Village community is related to the importance of increasing community awareness of the importance of greening the environment, wrinkles introduce to the community about the benefits of environmental greening, thirdly reviewing or observing environmental greening activities in Madana Village about the importance of environmental greening.

From the various efforts made to increase public awareness about the importance of greening the environment, there have been a number of significant results, although there are still challenges that must be faced. Some of the results that can be seen from the environmental greening program in the Madana village community, Tanjung District, North Lombok Regency are:

### 1. Increasing public awareness of environmental greening

Through consistent and integrated awareness-raising efforts, people can understand the importance of their role in preserving nature. It is hoped that with this increased awareness, a culture of environmental care will be created that can support sustainable greening efforts.

In facing increasingly complex environmental challenges, public awareness plays a very important role. Without sufficient understanding, it is difficult for society to take real action to support reforestation and nature

conservation. Therefore, educational approaches through various information channels, such as social media, environmental campaigns and formal education programs, need to be improved. With this approach, people can more easily understand that greening is not only the government's obligation, but also the responsibility of every individual.

Apart from that, active community participation in reforestation activities must also be encouraged. Programs such as planting trees in degraded areas, greening public spaces can be concrete steps that can be taken together. This effort not only improves environmental conditions but also strengthens social relations between residents in a joint effort to create a healthier and more sustainable environment.

Through community service activities regarding greening the environment, many people now better understand the importance of greening and its impact on nature conservation. Educational programs that directly involve the community, such as mass tree planting or greening public spaces, have succeeded in increasing awareness that greening can help regulate temperature and create green spaces that are beneficial for the quality of life for the people in Madana Village.

### 2. Community Participation in Environmental Greening Activities

One indicator of success in increasing awareness is the increasing number of community participation in reforestation activities, such as tree planting programs. This activity involved various elements of society, starting from youth, youth organizations, and the Madana village community.



Photo of trees being planted



Photo with youth and community

By increasing public awareness about the urgency of reforestation, we can create a generation that is more concerned and responsible for preserving nature. Not only for short-term interests, but also for the sake of better sustainability of life on earth for future generations. Greening is not just an activity, but a movement that must be started now and carried out sustainably.

## CONCLUSION

Increasing public awareness about the importance of greening the environment is a very important first step in facing global environmental challenges, such as climate change and pollution. The results achieved show that through environmental awareness society can develop. However, to realize a sustainable impact, closer cooperation between all parties is needed, supporting infrastructure, and a strong commitment from the community to protect and care for the environment. With these steps, greening the environment can become a movement that not only benefits nature, but also improves the quality of life for future generations.

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